



FOR PLACEMENT IN YOUR CALENDAR OF EVENTS

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**Event:** Managerial Advanced QuickBooks - Organize, Report, Budget & Forecast

**Date:** May 21, 2013

**Time:** 9:00am - 3:00pm

**Location:** The College of New Jersey, 2000 Pennington Ave., Ewing, NJ 08628

**Fee:** \$120

**Sponsored by:** NJ Small Business Development Center at the College of NJ

**Registration:** [www.sbdcnj.com](http://www.sbdcnj.com) or 609-771-2947 or [events@sbdcnj.com](mailto:events@sbdcnj.com)

**Description:** Master organizing, reporting, budgeting & forecasting with QuickBooks. This course completes the managerial picture beyond the basics. It answers questions that every manager/business owner needs to know about QuickBooks to successfully run their business. Topics covered include strategic planning, preparing for a CPA visit, customizing reports, using reports to make decisions, cash flow projection, exporting and backing up, shortcuts, and many more advanced issues. Bring your questions, and prepare for an information-packed session with takeaways to increase the effectiveness of your bookkeeping and financial analysis. **PREREQUISITE:** Students must first take the 15-hour QuickBooks regular course at our center, or have approval from the SBDC and the instructor given prior QuickBooks experience or training. **DISCOUNTS:** for early sign up (10 ) or signing up 2 or more people (10 ) - can be combined!

**Instructor:** Carla Fallone - CEO of Fallone Business Resources, adjunct professor for The College of New Jersey, QuickBooks instructor for 10 years, entrepreneur for 23 years, and founder of highly successful food services corporation.

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Event: Franchise Ownership - Career Alternatives in Business

Date: June 4, 2013

Time: 6:00pm - 8:00pm

Location: The College of New Jersey, 2000 Pennington Ave., Ewing, NJ 08628

Fee: FREE

Sponsored by: NJ Small Business Development Center at the College of NJ

Registration: www.sbdcnj.com or 609-771-2947 or events@sbdcnj.com

Description: Take control of Your Life and Your Career! Are you considering entrepreneurship as a career option but want a proven business model to get to your goals more quickly and safer? Would you like to run a business of your own that will provide greater autonomy and independence, but are not sure how to find, or choose, the right business for you? If you have answered 'Yes' to either of these questions, then the franchise workshop is for you! Presented by one of North America's Top Franchise Consultants. This session will include myths/truths about franchising, remarkable business types available, government regulations for franchises, knowing personal goals/objectives before beginning, choosing the right franchise, financing, and resources/consultants available at no cost. This session will answer many questions and will assist attendees in determining which path to pursue in business ownership.

Instructor: Jack Armstrong - President and member of Board of Directors for FranNet of NJ, a nationwide sixty-office organization representing 150 carefully selected national franchises. CEO of FranNet's parent company. Owns a franchise of Sunbelt of NJ, 18 Years in Business Brokerage.

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**Event:** Financial and Technical Assistance for Small Business

**Date:** June 25, 2013

**Time:** 12:00pm - 3:00pm

**Location:** The College of New Jersey, 2000 Pennington Ave., Ewing, NJ 08628

**Fee:** FREE

**Sponsored by:** NJ Small Business Development Center at the College of NJ

**Registration:** [www.sbdcnj.com](http://www.sbdcnj.com) or 609-771-2947 or [events@sbdcnj.com](mailto:events@sbdcnj.com)

**Description:** Check-in -- 11:30am, Presentations -- 12:00pm, Networking -- 1:00pm.

This event will provide small business owners and entrepreneurs with information on all Small Business Administration (SBA) funding programs. Approximately one hour hearing from several agency representatives and local bankers, following by two hours of networking time to speak one-to-one with all speakers and each other. Lenders will discuss what goes into a good loan proposal and the application process. This program is designed to increase your chances of receiving an SBA loan by bringing together all of the resource partners available to help you succeed, including The Small Business Administration (SBA), The Mercer County Office of Economic Development & Sustainability, The NJ Economic Development Authority (NJEDA), The Regional Business Assistance Corporation (RBAC), The Counselors to America's Small Business (SCORE), and The NJ Small Business Development Center (NJSBDC). Following the presentation you can meet one-to-one with SBA Representatives and all speakers.

**Instructor:** (Various)

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Event: How to Start a Business from A to Z

Date: July 24, 2013

Time: 6:00pm - 8:00pm

Location: Hamilton Branch Library, 1 Justice Samuel A Alito, Trenton, NJ 08619

Fee: FREE

Sponsored by: NJ Small Business Development Center at the College of NJ

Registration: www.sbdcnj.com or 609-771-2947 or events@sbdcnj.com

Description: We invite you to attend this workshop about starting your business in Mercer County. You will learn how to get your new business organized and running properly. You need sharp tools and an understanding of not only how to market and price

the products or services you offer but also the basic financial skills to ensure your financial wellbeing. You will leave with the answers to the questions which are preventing you from proceeding with your plans to start a business. Topics include legal formation, business ownership options, financial management, insurance issues, marketing and business planning, and much more. Materials every small business needs will be provided to each participant, including a "how to" handbook for businesses in Mercer County. This event is co-sponsored by the County of Mercer.

Instructor: Carla Fallone - CEO of Fallone Business Resources, adjunct professor for The College of New Jersey, QuickBooks instructor for 10 years, entrepreneur for 23 years, and founder of highly successful food services corporation.

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**Event:** Managerial Advanced QuickBooks - Organize, Report, Budget & Forecast

**Date:** July 24, 2013

**Time:** 9:00am - 3:00pm

**Location:** The College of New Jersey, 2000 Pennington Ave., Ewing, NJ 08628

**Fee:** \$120

**Sponsored by:** NJ Small Business Development Center at the College of NJ

**Registration:** [www.sbdcnj.com](http://www.sbdcnj.com) or 609-771-2947 or [events@sbdcnj.com](mailto:events@sbdcnj.com)

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**Instructor:** Carla Fallone - CEO of Fallone Business Resources, adjunct professor for The College of New Jersey, QuickBooks instructor for 10 years, entrepreneur for 23 years, and founder of highly successful food services corporation.

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Event: How to Start a Business from A to Z

Date: September 18, 2013

Time: 6:00pm - 8:00pm

Location: West Windsor Library, 333 N. Post Road, Princeton Junction, NJ 08550

Fee: FREE

Sponsored by: NJ Small Business Development Center at the College of NJ

Registration: www.sbdcnj.com or 609-771-2947 or events@sbdcnj.com

Description: We invite you to attend this workshop about starting your business in Mercer County. You will learn how to get your new business organized and running properly. You need sharp tools and an understanding of not only how to market and price the products or services you offer but also the basic financial skills to ensure your financial wellbeing. You will leave with the answers to the questions which are preventing you from proceeding with your plans to start a business. Topics include legal formation, business ownership options, financial management, insurance issues, marketing and business planning, and much more. Materials every small business needs will be provided to each

participant, including a "how to" handbook for businesses in Mercer County. This event is co-sponsored by the County of Mercer.

Instructor: Carla Fallone - CEO of Fallone Business Resources, adjunct professor for The College of New Jersey, QuickBooks instructor for 10 years, entrepreneur for 23 years, and founder of highly successful food services corporation.

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**Event:** Quickbooks Accounting: Takes 1/2 the Time for Double the Results

**Date:** October 11 & October 12, 2013

**Time:** 8:30am - 4:30pm

**Location:** The College of New Jersey, 2000 Pennington Ave., Ewing, NJ 08628

**Fee:** \$295

**Sponsored by:** NJ Small Business Development Center at the College of NJ

**Registration:** [www.sbdcnj.com](http://www.sbdcnj.com) or 609-771-2947 or [events@sbdcnj.com](mailto:events@sbdcnj.com)

**Description:** This course is 15 hours spread over 2 days. For both days, we will meet from 8:30am to 4:30pm with a 30-minute break. The dates are Friday, October 11, and Saturday, October 12. Are you a wreck prepping records for your accountants? Is your bookkeeping a mess? Are you concerned your federal or state business taxes might have some accounting gaps? Are you afraid it is too hard to learn because you are so busy? Once and for all QuickBooks is your answer. Get your books quickly in order and spend more time on your business than drowning from it. In the first 5 hours, we will concentrate on ACCOUNTING FUNDAMENTALS, with direct comparison to the QuickBooks software. In the second 5 hours, the attendees will be trained on all steps of QUICKBOOKS SETUP, including the tutorial East Step Interview, company file, backups, the scope of Preferences, and relational databases. During the final 5 hours, we will cover TRANSACTIONAL QUICKBOOKS, including accounts payables/vendors, purchase orders, inventory, bills, accounts receivables, estimates, invoicing, receiving payments, deposit processing, and an overview about the full complement of reports available through the development of databases in QuickBooks. Classes are held in a computer labs for hands-on learning. Non-profit issues also covered. You are provided with a binder of all class materials. Free one-to-one counseling available for continued assistance through the SBDC.

**Instructor:** Carla Fallone - CEO of Fallone Business Resources, adjunct professor for The College of New Jersey, QuickBooks instructor for 10 years, entrepreneur for 23 years, and founder of highly successful food services corporation.

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Event: Managerial Advanced QuickBooks - Organize, Report, Budget & Forecast

Date: October 24, 2013

Time: 9:00am - 3:00pm

Location: The College of New Jersey, 2000 Pennington Ave., Ewing, NJ 08628

Fee: \$120

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Registration: www.sbdcnj.com or 609-771-2947 or events@sbdcnj.com

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Instructor: Carla Fallone - CEO of Fallone Business Resources, adjunct professor for The College of New Jersey, QuickBooks instructor for 10 years, entrepreneur for 23 years, and founder of highly successful food services corporation.

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**Event:** Financial and Technical Assistance for Small Business

**Date:** October 29, 2013

**Time:** 12:00pm - 3:00pm

**Location:** The College of New Jersey, 2000 Pennington Ave., Ewing, NJ 08628

**Fee:** FREE

**Sponsored by:** NJ Small Business Development Center at the College of NJ

**Registration:** [www.sbdcnj.com](http://www.sbdcnj.com) or 609-771-2947 or [events@sbdcnj.com](mailto:events@sbdcnj.com)

**Description:** Check-in -- 11:30am, Presentations -- 12:00pm, Networking -- 1:00pm.

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**Instructor:** (Various)

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Event: QuickBooks Intro Seminar: Overview and Question/Answer

Date: October 29, 2013

Time: 6:00pm - 8:30pm

Location: Hamilton Branch Library, 1 Justice Samuel A Alito, Trenton, NJ 08619

Fee: FREE

Sponsored by: NJ Small Business Development Center at the College of NJ

Registration: www.sbdcnj.com or 609-771-2947 or events@sbdcnj.com

Description: Are you a wreck prepping records for your accountants? Is your bookkeeping a mess? Are you concerned your federal or state business taxes might have some accounting gaps? Are you afraid it is too hard to learn because you are so busy? Once and for all QuickBooks is your answer. Get your books quickly in order and spend more time on your business than drowning from it. QuickBooks is THE financial software for your business recordkeeping! Spend three hours with us and the top rated financial software for business owners while first we take you through a complete overview of this easy to use software and then you bring us your questions. We understand that even though you are running your own company, you may not be the best accountant. We can help you learn to bill clients, track your vendor's bills, manage inventory, and create

professional invoices and estimates. IMAGINE finally being able to manage the details of your business, improve client relations and streamline routine tasks. Discover how QuickBooks can make you and your business more SUCCESSFUL. You learn to save time and make more money! When you complete our classes you will know how to use QuickBooks the right way and leave with CONFIDENCE.

Instructor: Carla Fallone - CEO of Fallone Business Resources, adjunct professor for The College of New Jersey, QuickBooks instructor for 10 years, entrepreneur for 23 years, and founder of highly successful food services corporation.

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**Questions about These Events?**  
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English Events:

Contact: Anna Mae Giannetti
Title: Projects Specialist
Org: NJ Small Business Development Center at The College of New Jersey
Phone: 609.771.2947
Email: events@sbdcnj.com

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***Spanish Events:***

Contact: Lilian Mauro  
Title: Spanish Program Coordinator  
Org: NJ Small Business Development Center at The College of New Jersey  
Phone: 609.771.2096  
Email: [espanol@sbdcnj.com](mailto:espanol@sbdcnj.com)  
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